R E P O R T R E S U M E S

ED 003 093 08

PROGRAM FOR TECHNICAL COMMUNICATIONS TRAINING INSTITUTE FOR TECHNICAL EDUCATION TEACHERS. SUMMARY REPORT.

BY- WEISMAN, HERMAN M.
COLORADO STATE UNIV., FT. COLLINS

REPORT NUMBER ERD-096 PUB DATE 65
REPORT NUMBER BR-5-0093
CONTRACT OE-5-85-082
EDRS PRICE MF-$0.18 HC-$3.24 91P.

DESCRIPTORS- *VOCATIONAL EDUCATION, *INSTITUTE TYPE COURSES, COMMUNICATION SKILLS, *COMMUNICATIONS, EDUCATIONAL PROGRAMS, *TEACHER WORKSHOPS, *INSERVICE TEACHER EDUCATION, CURRICULUM DEVELOPMENT, FORT COLLINS, COLORADO

A 2-WEEK TECHNICAL COMMUNICATIONS TRAINING PROGRAM WAS HELD TO PROVIDE INSTRUCTION AND GUIDANCE TO APPROXIMATELY 40 TEACHERS OF VOCATIONAL AND TECHNICAL ARTS. DURING THE THIRD WEEK, THE PARTICIPANTS ATTENDED THE ANNUAL INSTITUTE IN TECHNICAL AND INDUSTRIAL COMMUNICATIONS. THE COMPLETE PROGRAM PROVIDED FIVE UNIVERSITY CREDIT HOURS. INCLUDED IN THE SCHEDULE WERE CURRICULAR STUDY AND DEVELOPMENT, EFFECTIVE PRACTICES IN TECHNICAL COMMUNICATIONS, AND GUIDELINES FOR DEVELOPING COURSE MATERIALS. IT WAS CONCLUDED FROM PARTICIPANT COMMENTS, LETTERS, AND EVALUATIONS THAT THE PROGRAM MET ITS OBJECTIVES. A RECOMMENDATION WAS MADE THAT THE PROGRAM BE CONTINUED AND ENLARGED. (JC)

ED003093

ERD-096
5-0093

SUMMARY REPORT

Program For Technical Communications Training

Institute For Technical Education Teachers, SUMMARY REPORT

OE-5-85-082

Colorado State University, Fort Collins, Colorado

From June 21, 1965 **To** July 10, 1965

Submitted by Herman M Weisman
(Dr. Herman M. Weisman Director)

Date July 27, 1965

U. S. DEPARTMENT OF HEALTH, EDUCATION AND WELFARE
Office of Education
This document has been reproduced exactly as received from the person or organization originating it. Points of view or opinions stated do not necessarily represent official Office of Education position or policy.

Table of Contents

Introduction. 1

Description of Program 1

Enrollee Personal Data 2

Program Data for the First Two-Week Period 3

Schedule of Two-Week Period. 4

Program Data for the Third Week Period 5

Schedule of One-Week Period 5

Recommendations and Conclusions 5

Exhibits

Exhibit A. List of Enrollees, Participants and Guest Speakers.

Exhibit B. Evaluation of Two-Week Institute.

Exhibit C. Schedule for Two-Week Institute.

Exhibit D. Syllabus for Two-Week Institute.

Exhibit E. Faculty Members.

Exhibit F. Evaluation of One -Week Institute.

Exhibit G. Schedule for One- Week Program.

Exhibit H. Problem Questionnaire.

Exhibit I. Discussion Questions.

Final Report of the Director, Dr. Herman M. Weisman, on the Technical Communications Training Institute For Technical Education Teachers, June 21 to July 10, 1965

Introduction

The purpose of the Technical Communications Training Institute was to provide instruction and guidance to teachers of vocational and technical education arts.

The objectives of the program were:

(1) to provide technical teachers with background appreciations, and training in the principles, skills, and effective practices in technical communications;

(2) to provide curricular study and development of course work and training projects in technical communications;

(3) to acquaint technical teachers with the most effective practices in technical communications by exposing them to a seminar program wherein the a blest practitioners in technical and industrial communications lead discussions in meeting contemporary technical communications problems; and

(4) to develop course materials, including content, references, and aids for use as guidelines for future technical-report-writing teacher education institutes.

Description of Program

The Training Institute was sponsored by the Department of Health, Education, and Welfare Office of Education grant number OE-5-85-082 which provided instruction for 40 enrollees at Colorado State University, Fort Collins, Colorado. This program included as its third week the Annual Institute in Technical and Industrial Communications.

Also attending the third week -- the 8th Annual Institute in Technical and Industrial Communications, were 57 attendees from government, industry and education.

The complete program lasted three weeks, provided five graduate or undergraduate university credit hours and was attended by a total of 113 persons.

Notification of the proposed program was sent to nearly 900 vocational and technical education institutions 4-6 weeks prior to the program and response was immediate. Of more than 150 calls and applications received, 40 applicants were selected to attend the pilot program on the basis of qualifying interest, position, and an even geographical distribution.

One of the qualifying applicants attended nearly a week of the Institute before his unfortunate death. All other applicants completed the three-week program and were asked to complete an evaluation of each Institute. Thirty-eight persons responded (Exhibit B) and the following personal information was obtained about the participants.

Enrollee Personal Data

1) Enrollees ranged in age from 29 to 60 years with the average age being 39 years old.

2) Thirty-eight enrollees were male and two were female.

3) All enrollees had completed high school; 13 had obtained Institute education; 34 completed college; and 14 held Master's Degrees. One enrollee had an Ed. D. degree.

4) Five enrollees were high school teachers; 15 were teaching in Technical-Vocation Institutes; 16 in Junior Colleges; 3 in four-year colleges; and 1 was a supervisor of vocational and technical education.

5) Fourteen enrollees had held their jobs one year or less; 16 from 2-5 years; 4 from 6-10 years; 3 from 11-15 years.

6) Twenty-six states were represented and the Virgin Islands, with 4 each attending from California and Colorado; 2 from Illinois, Wisconsin, Minnesota, Iowa, Michigan, Hawaii and Oklahoma; and 1 each from Arizona, Texas, Ohio, Rhode Island, Massachusetts, North Carolina, Mississippi, North Dakota, Connecticut, Florida, Alabama, Indiana, New Mexico, Idaho, New Hampshire, Oregon and the Virgin Islands.

7) The approximate salaries earned by enrollees ranged from $5,200 - $14,000 with an average salary of $8,530 per year.

8) Only five enrollees had ever attended any other type of communications workshop in addition to the Training Institute they were presently attending.

9) The majority of enrollees (26) were initially informed of the Institute by promotional printed material; 9 were informed by their Directors and 3 by friends.

10) Thirty-three enrollees indicated they received notice of the Institute 6 weeks or less in advance and 23 indicated they desired earlier notice; 15 said the notice was adequate.

11) The majority of enrollees said their stipends and family allowance were adequate to cover expenses.

12) Most enrollees (23) reported that their employers were the most influential in encouraging their attendance at the Institute; with others (15) reporting that they were most encouraged by their wives, friends or by the recognization of their own needs.

13) Only 2 of the 38 responding enrollees indicated they would not attend a similar Institute in the future.

Program Data for the First Two-Week Period

1) Twenty-four enrollees felt they had been adequately informed of the contents prior to coming to the Institute and 14 felt they had not received enough prior information.

2) Specific areas in which the enrollees found the Institute to be of most benefit were: 22 - oral communications
20 - technical writing and editing
8 - overall communications skill

3) In indicating the particular benefits received from attending the Institute, 25 said having gained applied-practical information, 26 said having gained ideas of academic interest; and 20 having gained education information (with some indicating more than one area).

4) Explaining how they would incorporate information from the Institute into their present work, 21 said they would apply the material to teaching practices, 16 to curriculum development and others said to textbook selection, personal enrichment and in any and all possible ways.

5) Twenty-nine enrollees indicated that the lectures were adequate as provided, and 9 indicated less lectures should be given in the time alloted.

6) Rating from the practicum discussions, 11 said they were adequate, 21 said more discussions were needed; and 5 said less were needed.

7) The physical facilities (a new air conditioned meeting room) were rated as excellent.

8) Informal association with instructors was ranked as significant by 17; of some value by 13; of little significance by 6.

9) Rating the size of the Institute, 36 said it was adequate and 2 said there were too many participants.

10) Organization of the Institute was rated as excellent by 23 enrollees; as satisfactory by 12; and unsatisfactory by 2.

11) Suggestions for addition of material, references and aids to future programs included adding a course in specification writing, more emphasis on human relations aspects of communications; and, obtaining course outlines being used in technical communications courses by various institutions for distribution and discussion at the Training Institute.

12) The participants indicated their primary reason(s) for attending the Institute included: 14 - to increase knowledge of technical communications
11 - to obtain teaching materials
8 - to increase teaching effectiveness
and other listed improving curriculum, developing writing skills and exchanging solutions to problems.

Schedule of the First Two-Week Period

The class schedule for the Institute is provided in Exhibit C; the material covered is listed in Exhibit D; the faculty are listed in Exhibit E.

Program Data For the Third Week Period

The purpose of the 8th Annual Institute in Technical and Industrial Communications was to provide a fuller awareness of the entire communications area, extending communications skills and giving participants greater self-assurance in communication capabilites.

The enrollees were also asked to complete a questionnaire of the third week of their training (Exhibit F) and this information revealed the following:

1) The majority of enrollees agreed that the second Institute provided the most value in the opportunity it presented to associate with the 17 guest speakers and 57 participants from government, industry, and education for the exchange of problems and ideas.

2) The programs which were of the most value to enrollees were human-relations-oriented topics. Of least interest to enrollees were programs covering communications research and development, and computer storage and retrieval of information.

Schedule of the One-Week Period

The detailed program and schedule is presented in Exhibit G. Exhibit H is the questionnaire distributed to participants prior to the Institute and Exhibit I was given to participants prior to the program.

Recommendations and Conclusions

From personal comments, letters, and participant evaluations it can be concluded that:

1) This pilot program was a success and met it objectives. All but two of the students said they would attend a similar program if given the opportunity and adequate financing.

2) The vocational-technical education teachers intend to incorporate in many ways the information obtained during the three-week program; 21 will use the information in their teaching; 16 will apply it to curriculum development; 7 in "personal enrichment" such as publishing articles; 3 for selecting better textbooks; and two "in any and all possible ways;" and

3) The wide diversity of backgrounds and teaching duties of the participants convinced us that our decision was correct to give general courses in the various elements of communications rather than courses tailored to fit each participant's particular needs.

Based on these conclusions we recommend that

1) As the problems faced by high school teachers differ from those faced by other participants, attendance at future Institutes might be limited to those teaching beyond the high school level.

2) The number of applications submitted for the pilot program, over one hundred and fifty, indicates there will be many teachers willing to attend future training institutes. And,

3) This pilot-plant program should be continued and enlarged. Possibly three institutions should be picked to have similar programs next year. One might be in the East, one in the West, and one in the Rocky Mountain-Plains area.

To facilitate plans for future programs, this report should be made available to other schools interested in similar programs.

Exhibit A.

TECHNICAL COMMUNICATIONS TRAINING
INSTITUTE FOR TECHNICAL EDUCATION TEACHERS
June 21 - July 2, 1965

Enrollment List

Albrecht Kenneth J.
407 Pearl
Mankato, Minnesota

Anderson, John E.
Route 3, Box 274
Boulder, Colorado

Ashcraft, Floyd E.
1021 Columbine
Wenatchee, Washington

Casey, Thomas J.
1918 Pearl Street
Boulder, Colorado

Collins, John F.
1086 Main
South Weymouth, Massachusetts

Cooley, Donald A.
231 Gwynwood Avenue
La Habra, California

Dugger, Cecil W.
212 Orchard Lane
Stillwater, Oklahoma

Halberg, Herbert P.
701 Old Mokapu Road
Kailua, Hawaii

Hawk, Gerald P.
1625 So. Main
Portales, New Mexico

Haywood, Jerry L.
107 1st Street
Spring Valley, Illinois

Huffman, Anne L.
Route 3
Newton, North Carolina

Johnson, Charles B.
730 Elwood
Sterling, Colorado

Krom, Robert L.
1501 Linden Way
Sioux City, Iowa

Lubbinge, Roland E.
3271 30th
Grandville, Michigan

Lundquist, James N.
714 South Jefferson
Wadena, Minnesota

Lynch, James J
329 Barton Avenue
Terre Haute, Indiana

Lyon, Ralph E.
350 Kanaloa Avenue
Kohului, Maui, Hawaii

Malik, Alicya
Box 4408, San Jose
Bisbee, Arizona

Marshall, Lewis A.
837 N. Rural Street
Indianapolis, Indiana

Meyer, Lee A.
1930 Via Enrico
San Lorenzo, Calif[illegible]

Munroe, Charles L. Jr.
Box 373
Ocean Springs, Mississippi

Murphy, John L.
2222 NE Third Street
Ocala, Florida

Myers, Cloice E.
2018 Las Vegas
Pmona, California

Noel, Clifton B.
3114 Cove Way Drive
Corpus Christi, Texas

Powers, Bill G.
Apartment 15-A
Eastern Oklahoma A & M
Wilburton, Oklahoma

Prottengeier, Maurice C.
860 West Baker
Clawson, Michigan

Reihl, Richard E.
1900 Adams Street
Two Rivers, Wisconsin

Weston, E. Allen
411 West Bannock
Boise, Idaho

Roller, Robert D.
255 N. Union
Salem, Ohio

Sand, Ivan, Jr.
516 8th Avenue, N.
Wahpeton, North Dakota

Scarborough, Cullen G.
504 Fortner Street
Dothan, Alabama

Sewer, Irvin A.
Kongens Gade #10-B
Charlotte Amalie, St. Thomas
Virgin Islands

Silvia, Albert H.
39 Kuzon Avenue
Providence, Rhode Island

Sorenson, Harold W.
62. Harrison Blvd.
Wausau, Wisconsin

Stockwell, Richard E.
6688 24th Street
Sacramento, California

Tappey, Leopold C.
RFD 1
Lebanon, Connecticut

Trent, Richard W.
4389 Satter Drive NE
Salem, Oregon

Walz, William J.
2636 South Mulberry
Sioux City, Iowa

Walsh, James F.
15 Cushing Avenue
Nashaua, New Hampshire

Wolf, Harry Karl
2503 23rd Street
Boulder, Colorado

8th Annual Institute in Technical and Industrial Communications

July 6-10, 1965

Speakers

Mr. Melville W. Thistle
Public Relations Office
National Research Council of Canada
Ottawa, Canada

Mr. E S. Safford, President
Rogers Publishing Company
3375 South Bannock
Englewood, Colorado

Dr. Harold Borko
System Development Corporation
2500 Colorado Avenue
Santa Monica, California

Mr. Melvin L. Cohen
Lawrence Radiation Laboratory
Box 808
Livermore, California

Mr. James Bennett
News Director, KLZ-TV
131 Speer Boulevard
Denver, Colorado

Mr. David M. Liston
Associate Division Chief
Information Systems
Battelle Memorial Institute
Columbus, Ohio

Dr. Israel Light
National Institute of Mental Health
601 16th Street, N. W.
Washington, D. C.

Professor Robert Hays
Head, Department of English
Southern Technical Institute
Marietta, Georgia

Mr. Walter Wiesman
NASA Marshall Space Flight Center
1014 Ward Avenue NE
Huntsville, Alabama

Dr. Robert Haakenson
Community Relations
Smith, Kline and French Laboratories
1500 Spring Garden Street
Philadelphia, Pennsylvania

Dr. Roy C. Nelson
Associate Dean
Science & Arts College
Colorado State University
Fort Collins, Colorado

Lt. Colonel E. G. Triner
Systems Criteria Division
Air Force Systems Command
Andrews Air Force Base
Washington 25, D. C.

Dr. George Vardaman, Chairman
Administrative Communications
Denver University
Denver, Colorado

Dr. Glenn C. Dildine
Head, Department of Sociology
Colorado State University
Fort Collins, Colorado

Dr. M. E. Maron
The RAND Corporation
1700 Main Street
Santa Monica, California

Dr. James W. Perry
Professor, Systems Engineering
University of Arizona
6702 Nasumpta Drive
Tucson, Arizona

Dr. Herman M. Weisman, Director
Institute in Technical and Industrial Communications
Colorado State University
Fort Collins, Colorado

Participants Listing
8th ANNUAL INSTITUTE IN TECHNICAL AND INDUSTRIAL COMMUNICATIONS

Aiken, Mrs. Jean
Department of Information
University of Nebraska
Lincoln, Nebraska

Albrecht, Kenneth J.
Area Vocational & Technical Institute
407 Pearl
Mankato, Minnesota

Anderson, John E.
Vocational Technical Center
6600 E. Arapahoe
Boulder, Colorado

Ashcraft, Floyd E.
Vocational-Technical Education
Wenatchee Valley College
Wenatchee, Washington

Banks, Major James E.
U. S. Air Force Academy
Quarters 4412-O
Academy, Colorado

Barnes, Major Alfred K.
1955 Monaco Parkway
Denver, Colorado

Bates, Robert G.
Technical Information Center
U. S. Navy Electronics Lab.
San Diego, California

Bearinger, W. F.
Douglass Aircraft Company
3000 Ocean Park Blvd.
Santa Monica, California

Casey, Thomas J.
Boulder Valley Vocational-
Technical Institute
6500 East Arapahoe
Boulder, Colorado

Clark, John
Publications Division
U. S. Naval Ordnance Lab.
White Oak, Silver Springs,
Maryland

Clary, Amos W.
Public Information Officer
U. S. Naval Weapons Lab.
Dahlgren, Virginia

Collins, John F.
Weymouth Vocational-Technical
High School
Graphic Arts Dept.
1051 Commercial Street
E. Weymouth, Massachusetts

Cooley, Donald A.
Institute Archetectural Drafting
Fullerton Junior College
Fullerton, California

Cox, Mrs. Helen
1510 Blubell
Boulder, Colorado

Cunningham, Wayne M.
Head, Department of English
Southern Alberta Institute of
Technology
13th Avenue and 10th Street, N. W.
Calgary, Alberta, Canada

Davis, David M.
Foreign Technology, USAF
Wright-Patterson AFB, Ohio

Denton, Miss Diana D.
Research Librarian
Ideal Cement Company
Fort Collins, Colorado

Disch, John L.
The Boeing Company
Military Airplane Division
Mailstop 81-74
Seattle 24, Washington

Dugger, Cecil W.
Technical Education
Oklahoma State University
Stillwater, Oklahoma

Gonzalez, L. A.
Technical Military Planning Operation
General Electric Company
Santa Barbara, California

Grummer, Arnold E.
Editor, General Publications
The Institute of Paper Chemistry
1043 East South River Street
Appleton, Wisconsin

Halberg, Herbert P.
Honolulu Technical School
847 Dillingham Blvd.
Honolulu, Hawaii

Hamer, Miss Sandra K.
Assistant Director of Public Relations
Mount Sinai Hospital
Cleveland, Ohio

Hansen, Kenneth H.
Publications Department
Northern Ordnance Division
FMC Corporation
Columbia Heights, P. O.
Minneapolis, Minnesota

Harris, Dalton D.
Texas Instruments, Inc.
13500 North Central Expressway
Dallas, Texas

Hawk, Gerald P.
Engineering Department
Eastern New Mexico University
Portales, New Mexico

Haywood, Jerry L.
Electronics, Department
L-P-O Junior College
La Salle, Illinois

Huffman, Anne L.
English Department
Catawba Valley Technical Insitute
Hickory, North Carolina

Johnson, Charles B.
Civil Technology & Engineering
Northeastern Junior College
Sterling, Colorado

Johnson, Mead
English Department
California State Polytechnic College
San Luis Obispo, California

Kallio, Ellen
Stanford Research Institute
333 Ravenswood Avenue
Menlo Park, California

Kastel, Dean
Jet Propulsion Lab.
4800 Oak Grove Drive
Mailstop: RT-186
Pasedena, California

Krom, Robert L.
Sioux City Area Technical School
222 So. Floyd Blvd.
Sioux City, Iowa

Lansford, Henry H.
Chief, Journal Production Section
U. S. Atomic Energy Commission
Oak Ridge, Tennessee

LeDell, Mrs. Genevieve
Indtructor
Vocational, Technical & Adult School
640 Bluff Street
Beloit, Wisconsin

Leon, Stanley
U. S. Army
Picatinny Arsenal
Dover, New Jersey

Lister, John
Media Relations Branch
U. S. Naval Research Lab.
Washington, D. C.

Lubbinge, Roland E.
Grand Rapids Junior College
143 Bostwick Avenue, N. E.
Grand Rapids, Michigan

Lundquist, James N.
Area Technical Institute
Wadena, Minnesota

Lyon, Ralph E.
Maui Technical School
Kahului, Maui, Hawaii

Lynch, James J.
Danville Junior College
Danville, Illinois

McAda, Bill H.
Information Officer
Naval Research Lab.
Washington, D. C

Malik Alicya
Cochise College
Drawer L
Douglas, Arizona

J. H. Marks
E. L & P
Cahners Publishing Co.
3375 South Bannock
Englewood, Colorado

Marshall, Lewis A.
Arsenal Technical High School
1500 E. Michigan Street
Indianapolis, Indiana

Mauk, Miss Charlotte E.
Lawrence Radiation Lab.
Berkeley, California

Melkonian, Albert A.
General Electric Company
720 Juanita Avenue
Santa Barbara, California

Menden, Dr. Werner H.
Harry Diamond Labs.
U. S. Department of Army
Connecticut and Van Ness N. W.
Washington, D. C.

Meyer, Leo A.
Chabot College
1177 Aladdin Avenue
Leandro, California

Mosley, Herbert E. II
Technical Writer
United Technology Center
San Jose, California

Munroe, Charles E. Jr.
Jackson County Junior College
Gautier, Mississippi

Murphy, John L.
Central Florida Junior College
Box 1388
Ocala, Florida

Myers, Dr. Cloice E.
Rio Hondo Junior College
11962 East Florence
Santa Fe Springs, California

Noel, Clifton B.
Del Mar Technical Institute
Corpus Christi, Texas

Petersen, James G.
Supervisor, Vocational Education
2132 Glen Heather
Las Vegas, Nevada

Pike, John
Beech Aircraft
Box 631
Boulder, Colorado

Powers, Bill B.
Eastern Oklahoma A & M
Wilburton, Oklahoma

Procter, Doreen
Cahners Publishing Co.
3375 South Bannock
Englewood, Colorado

Prottengeier, Maurice C.
School District
City of Pontiac
350 Wide Track Drive
Pontiac, Michigan

Reihl, Richard E.
Manitowoc Technical Institute
1400 Clark Street
Manitowoc, Wisconsin

Rogers, J. H.
Beech Aircraft
Box 631
Boulder, Colorado

Roller, Robert D.
Salem School of Technology
1200 East Sixth Street
Salem, Ohio

Roxas, Richard
Westinghouse Electric Corp.
Bullah Road
Pittsburgh, Pennsylvania

Russo, James
NASA
John F. Kennedy Space Lab.
Cocoa Beach, Florida

Sand, Ivan, Jr.
North Dakota State School of Science
North 6th Street
Wahpeton, North Dakota

Satterlee, Churchill
U. S. Navy Underwater Sound Lab.
Fort Trumbull
New London, Connecticut

Scarborough, Cullen G.
George C. Wallce Technical
Vocational School
Napier Field, Alabama

Sewer, Irvin A.
Charlotte Amalie High School
St. Thomas, Virgin Islands

Silvia, Albert H.
Vocational Technical School of
Rhode Island
Corliss Park
Providence, Rhode Island

Singh, Pritam
Cahners Publishing Co.
3375 South Bannock
Englewood, Colorado

Sindelar, Charles D.
Instructor Electronics
White Pine High School
Ely, Nevada

Smith, George
Training Officer
State pf Nevada
Department of Highways
Carson City, Nevada

Smith, Miss Dorothy
U. S. Atomic Energy Commission
Division of Research
Washington 25, D. C.

Sorenson, Harold W.
Wausau Technical Institute
P. O. Box 750
Wausau, Wisconsin

Stellmon, William M.
University of Idaho
Moscow, Idaho

Stelmach, Edward V.
General Electric Computer Dept.
PO Drawer 270
Phoenix, Arizona

Stockwell, Richard E.
Sacramento City College
3835 Freeport Blvd.
Sacramento, California

Stoner, Russell B.
Boulder Laboratories
National Bureau of Standards
Boulder, Colorado

Tappey, Leopold C.
Thames Valley State Technical
Institute
274 New London Turnpike
Norwich, Connecticut

Tate, Dennis R.
U. S. Public Health Service
Box 684
Las Vegas, Nevada

Thompson, Lr. Colonel Montie, Jr.
Chief, Publications Branch
HQ USAF
Washington, D. C.

Tierney, Raymond U.
U. S. Department of Labor
P. O. Box 2183
Great Falls, Montana

Trent, Richard W.
4389 Satter Drive NE
Salem, Oregon

Tully, Mrs. Kathryn
Associate Professor
Business Education
Appalachian State Teachers College
Boone, North Carolina

Ullman, Henry L.
Industrial Manager
14th NAVdistrict
OIC Communications Center
Post Signal
Pearl Harbor, Hawaii

Varner, William R.
Mineral County Technical School
Box 399
Hawthorne, Nevada

Waffle, Scott D.
Press Officer
Technical Information Office
U. S. Naval Ordnance Lab.
White Oak
Silver Springs, Maryland

Walsh, James F.
New Hampshire Technical Institute
Fan Road
Concord, New Hampshir

Walz, William J.
Sioux City Area Technical School
222 So. Floyd Blvd.
Sioux City, Iowa

Weston, E. Allen
Boise College
Boise, Idaho

Wheater, Robert H.
Spencer Chemical Division
Gulf Oil Corporation
9009 West 67th Street
Merriam, Kansas

Whelan, Robert J.
Supervisor
Vocational Education
Clark County
Las Vegas, Nevada

Whittington, Herschel K.
Varo, Inc.
2201 Walnut Street
Garland, Texas

Wightman, Miss Marj
Linguistics Research Center
The University of Texas
Austin, Texas

Williams, Janie W. Miss
Historical Unit, USAMEDS WRAMC
Forest Glen Section
Washington, D. C.

Wolf, Harry K.
Vocational Technical Center
6600 Arapahoe
Boulder, Colorado

Exhibit B

EVALUATION OF

TECHNICAL COMMUNICATIONS TRAINING

INSTITUTE FOR TECHNICAL EDUCATION TEACHERS

June 21-July 2, 1965

Introduction -- The following questionnaire is designed to assist us in evaluating this Institute. Your response, in the form of frank and complete answers to each section, will help us in reaching valid conclusions and recommendation, so future programs might be constructed to be of greater benefit to other teachers. Please return your completed evaluation by July 6 to Miss Fletcher or Dr. McKee. Thank you.

Purpose of Institute -- The Technical Communications Training Institute is intended to provide instruction and guidance to teachers of vocational and technical education arts.

Objectives of Program -- 1) to provide technical teachers with background, appreciations, and training in the principles, skills, and effective practices in technical communications;

2) to provide curricular study and development of course work and training projects in technical communications:

3) to acquaint technical teachers with the most effective practices in technical communications by exposing them to a seminar program wherein the ablest practitioners in technical and industrial communications will lead discussions in meeting contemporary technical communications problems; and

4) to develop course materials, including content, references, and aids for use as guide lines for future technical-report-writing teacher education institutes.

SECTION I. PERSONAL DATA

Please tell us something about yourself (check or complete space).

1. Age _____.

2. Sex Male_____.
   Female_____.

3. **Education**

High School_____
Institutes_____
College_____
Master's_____
Ph. D._____

4. **What is your occupation?**

_____

5. **Indicate your type of employment**

High School Teacher_____
Technical institute_____
Jr. College_____
College Teacher_____
Other_____

6. **Name of Employer**_____

City and State_____

7. **Description of present position**_____

_____

_____

8. **How long have you held present position?**_____

9. **Approximate salary**_____**per year**_____

10. **Have you attended any technical communications conferences or workshops before?**_____.
If yes, Total number attended_____

Nature of program_____

Location_____**(city)**_____**(state)**

11. **Indicate how you were initially informed about this Institute.**

Personal friends/acquaintances_____
Through professional organization_____
Received printed material_____
Other (specify)_____

12. Indicate when you first heard about this Institute.

Less than 4 weeks prior to Institute_____.
4 weeks prior to Institute_____.
4-6 weeks prior to Institute_____.
6-8 weeks prior to Institute_____.
Over 8 weeks prior to Institute_____.

13. Indicate one of the following.

Earlier notice of Institute needed_____.
Notice received is adequate_____.
Shorter notice would be adequate_____.

14. Did you seek information regarding this Institute?

_____yes _____no

15. Was the payment for your expenses adequate?_____

Inadequate_____

If necessary, elaborate_____

_____

16. Who was most influential in encouraging you to attend the Institute?

Employer_____
Friends_____
Other_____

17. Primary reason for attending this Institute_____

_____

_____

18. On the basis of your experiences at this Institute, would you desire to attend a similar Institute in the future?

_____yes _____no

SECTION II. PROGRAM EVALUATION

1. Were you adequately informed as to the contents of the program prior to the coming to the Institute?

   _____yes _____no

2. Have your educational experiences at the Institute differed significantly from what you expected from the program?

   _____yes _____no.

   If yes, how? _____

_____

3. Specific area(s) in which Institute was of most value to you.

_____

_____

_____

4. Indicate the particular benefit you gained from the Institute.

   Applied-practical information_____
   Academic interest (ideas)_____
   Educational information_____

5. How will you incorporate information from the Institute into your field of employment? _____

_____

_____

_____

_____

6. Methods of Instruction (indicate excellent, satisfactory, or unsatisfactory for each class and practicum).

1. Introduction to Industrial and Technical Forms of Communications. _____
2. Oral Technical Communications. _____
3. Basic Elements of Technical Writing. _____
4. Information Storage and Retrieval _____
5. Practicum, Dr. McKee _____
6. Practicum, Dr. Bryant _____
7. Practicum, Mr. Culbertson _____
8. Practicum, Dr. Dedmon _____
9. Practicum, Dr. Weisman _____
10. Publications Photography _____
11. Technical Editorial Practices _____
12. Advanced Elements of Technical Writing. _____
13. Graphic Arts, Principles and Practices. _____
14. Practicum, Dr. McKee _____
15. Practicum, Mr. Blankenburg _____
16. Practicum, Dr. Bryant _____
17. Practicum, Mr. Sorbie _____
18. Practicum, Dr. Weisman _____

Exhibit C

Technical Communications Training Institute

for Technical Education Teachers, Two-Week Schedule

First Week

June 21-25

Daily	8:00 - 9:20 a. m.	Introduction to Industrial and Technica Forms of Communications
		Dr. Blaine McKee, Rm. B118 Engineering
Daily	9:30 - 10:40 . m	Oral Technical Communications
		Dr. Donald Dedmon, Rm B118 Engineering
Daily	10:4) -12:00 a. m.	Basic Elements of Technical Writing
		Mr. Paul T. Bryant, Rm B118 Engineering
Daily	1:00 - 2:20 p. m.	Information Storage and Retrieval
		Mr. Don Culbertson, Rm B118 Engineering
Monday	2:30 - 4:00	Practicum
		Dr. Blaine McKee, Rm B 118 Engineering
Tuesday	2:30 - 4 :00	Practicum
		Dr. Paul T. Bryant, Rm B118 Engineering
Wednesday	2:30 - 4:00	Practicum
		Mr. Don Culbertson, Rm B118 Engineering
Thursday	2:30 - 5:00	Practicum
		Dr. Donald Dedmon, Rm B118 Engineering
Friday	2:30 - 5:00	Practicum
		Dr. Herman Weleman, Rm B 118 Engineering

Second Week

June 28 - July 2

Daily	8:00 - 9:20 a. m.	Publications Photography
		Mr. William Blankenburg, Rm 209 Humanities
Daily	9:20 - 10:40 a. m.	Technical Editorial Practices
		Dr. Paul T. Bryant, Rm B118 Engineering
Daily	10:40 - 12:00 p. m.	Advanced Elements of Technical Writing
		Dr. Blaine McKee, Rm B118 Engineering
Daily	1:00 - 2:20 p. m.	Graphic Arts, Principles and Practices
		Mr. John Sorbie, Rm. 209 Humanities
Monday	2:30-4:00	Practicum
		Dr. Blaine McKee, Rm B118 Engineering
Tuesday	2:30 - 5:00	Practicum
		Mr. William Blankenburg, Rm 209 Humanities
Wednesday	2:30 - 4:00	Practicum
		Dr. Paul T. Bryant, Rm B118 Engineering
Thursday	8:00 - 5:00	Practicum
		Mr. John Sorbie, Rm 209 Humanities
Friday	2:30 - 5:0	Practicum
		Dr. Herman Weisman, Rm B118 Engineering

Exhibit D

BASIC ELEMENTS OF TECHNICAL WRITING

Instructor: Paul T. Bryant

Textbooks: Herman M. Weisman, Basic Technical Writing, Charles E. Merrill Books, Columbus, Ohio, 1962.

U. S. Office of Education, Technical Education Program Series, Nos. 1-6.

Writing Assignment: One brief writing assignment will be made at the first class meeting for completion by the end of the course.

UNIT I

Communication in Writing

Reading Assignment: Weisman, Chapters 1,2. Chapter 4 will not be discussed in detail but should be read during the week.

I. Language and ideas

- A. Language as symbols
- B. The relationship between symbols and mental concepts
  - 1. Symbols in complex "thinking"
  - 2. "Knowing" and "saying"

II. Basic elements of communication in writing (rhetoric, composition)

- A. Material
- B. Purpose
- C. Audience
- D. Medium
- E. Style and tone

III. Types of writing

- A. Objective and subjective
  - 1. Art
  - 2. Journalism
  - 3. Information
  - 4. Instruction and explanation
  - 5. "Elegance" in all forms

B. "Technical" writing

1. Basic rules but specific techniques

2. By scientists, engineers, technicians

a. Reporting own work

b. Summaries, reviews, "state of the art"

3. By the professional communicator

a. For technical specialists

b. For non-specialist technical people

(1) Administrators

(2) Manuals and instructions

c. For laymen

(1) Administrators, stockholders

(2) The "public"

UNIT II

The Scientific Method as the Basis for Technical Writing

Reading Assignment: Weisman, Chapter 3.

I. Intelligible communication essential for science

II. Logic and empiricism as criteria of truth

- A. Other criteria
- B. Nature of logic and empiricism
  1. Assume uniformity throughout time and space
  2. Assume laws of identity and difference
  3. Induction--the foundation of knowledge
  4. Deduction--the foundation of reasoning
- C. Ultimate necessity for faith in some criterion

III. Characteristics of the "scientific method"

- A. A process rather than merely an accumulation of facts
  1. Inductive and deductive both
  2. Empirical--must always agree with experience
  3. Ideal experiment--whole universe uniform while investigator varies one factor.
  4. Tries to organize world into a consistent system
- B. Criteria for scientific method
  1. Logical criteria
     a. Assumptions not self contradictory
     b. Assumptions mutually compatible
  2. Empirical criteria
     a. Conclusions and assumptions agree with experience
     b. Conclusions and assumptions should be repeatedly verifiable
  3. Pragmatic criteria
     a. Systematic simplicity--least number of assumptions and minimum <u>ad hoc</u> assumptions

b. Mathematical simplicity

c. Historical priority and familiarity of alternative theories

d. Ease of imagery

IV. The objectives of science to provide the simplest logical organization of all experiences shared or agreed upon in common--abstract, ultimately.

A. The role of the technical report for these objectives

B. The ethical and professional responsibility of the technical writer

1. Keeping the literature accurate

2. Reducing the "paper storm" while increasing the information flow

UNIT III

Gathering Material for the Technical Report

Reading Assignment: Weisman, Chapter 7

I. Purposes of a report

II. Procedures

  A. Literature search

    1. Bibliographic sources

    2. Abstract sources

    3. Information storage and retrieval systems

  B. Gathering experimental data

  C. Indirect data sources

III. Selecting and systematizing the useful and pertinent data

  A. Selection

  B. Levels of importance

  C. Logical relationships

  D. Systematic recording of data

UNIT IV

Organization of the Technical Report

Reading Assignment: Weisman, Chapter 8

I. Designing the report for its intended uses

II. Developing the hypothesis or thesis

III. The outline

- A. Order of presentation
- B. Levels of significance
- C. Format conventions

IV. Conclusion

V. Summary

VI. Recommendations for action

UNIT V

Writing the Technical Report

Reading Assignment: Weisman, Chapters 9, 10, 11

I. The report as the final step in research and development

II. Elements of the report

- A. Letter of transmittal
- B. Cover and title page
- C. Abstract
- D. Table of contents
- E. Introduction
- F. Methods and materials
- G. Results
- H. Conclusions

III. Writing the report

- A. First draft
- B. Revision
  - 1. Clarity
  - 2. Style
  - 3. Brevity
  - 4. Interest
- C. Formal mechanics

IV. Graphic presentations

V. The popularized report

- A. Rapport with the investigator
  - 1. Factual accuracy
  - 2. Responsible and balanced emphasis
- B. The "gee whiz" approach

BIBLIOGRAPHY FOR BASIC ELEMENTS OF TECHNICAL WRITING

The following is only a brief list of useful texts and references. Dr. Weisman's book includes very useful bibliographies at the ends of the chapters.

Unit I: Communication in Writing.

Hayakawa, S.I. Language in Action, New York: Harcourt, Brace and Company, 1941.

Langer, Susanna K. Philosophy in a New Key, New York: Penguin Books, Inc., 1941.

Unit II: The Scientific Method as the Basis for Technical Writing.

Jones, Everett L. and Philip Durham, editors. Readings in Science and Engineering, New York: Holt, Rinehart, and Winston, 1961.

Whitehead, Alfred North, Science and the Modern World, The New American Library of World Literature, Inc. 1948.

Unit III, IV and V: The Technical Report.

Becker, Joseph and Robert M. Hayes, Information Storage and Retrieval: Tools, Elements, Theories, New York: John Wiley & Sons, Inc., 1963.

Brooks, Cleanth and Robert Penn Warren. Modern Rhetoric, shorter edition, New York: Harcourt, Brace & World, Inc., 1961.

Estrin, Herman A. Technical and Professional Writing: A Practical Anthology, New York: Harcourt, Brace & World, Inc. 1963.

Gilman, William. The Language of Science, A Guide to Effective Writing, New York: Harcourt, Brace & World Inc., 1961.

House, Homer C. and Susan Emolyn Harman, Descriptive English Grammer, New York: Prentice-Hall, Inc., 1950.

more...

Kent, Allen. Textbook on Mechanized Information Retrieval. New York: Interscience Publishers, 1962.

Moore, Robert Hamilton. Effective Writing. New York: Rinehart & Company, Inc., 1955.

Partridge, Eric. You Have a Point There, A Guide to Punctuation and Its Allies. London: Hamish Hamilton, 1953.

Perrin, Porter G. Writer's Guide and Index to English, revised edition, New York: Scott, Foresman and Company, 1950.

Turner, Rufus P. Grammar Review for Technical Writers. New York: Rinehart and Winston, Inc., 1964.

Wilson, Harris W. and Louis G. Locke. The University Handbook. New York: Rinehart & Company, 1960.

TECHNICAL EDITORIAL PRACTICES

Instructor: Paul T. Bryant

Textbooks: F. F. Shoemaker, Editor, Style Guide for Writers and Editors, Colorado State University

Herman M. Weisman, Basic Technical Writing, Charles E. Merrill Books, Columbus, Ohio, 1962.

UNIT I

Overview of Technical Editing

I. The role of technical editor in modern technology

II. The types of technical editor

A. The editor-specialist

1. High level of special technical knowledge

2. Limitations

a. Narrow range

b. Less demand for clarity and simplicity

c. May make insufficient use of reviewers

3. Advantages

a. Understands the specialist on his own terms

b. Can check rigorously for accuracy

4. Types of organization and media

B. The editor-generalist

1. Broader educational and professional background

2. Limitations

a. May not always be able fully to evaluate technical value and accuracy of material

b. May have more difficulty establishing rapport with authors

3. Advantages

a. Wide range and adaptability

b. Can demand clarity and simplicity

c. Forced to seek competent reviewers

III. Types of editorial jobs

A. Creative

B. Routine

IV. Tools of the technical editor

A. Reference sources

1. Dictionaries

2. Handbooks

3. Indexes and abstracts

B. Style manuals

UNIT II

Editing Written Technical Language

Assignment: Copy for editing will be distributed

I. Content
   - A. Accuracy
   - B. Completeness

II. Organization
   - A. Rhetorical emphasis
   - B. Emphasis of relationships
   - C. Order related to use

III. Style
   - A. Clarity
   - B. Brevity
   - C. Elegance

IV. Effectiveness

V. Relationship with the author and the reviewers

UNIT III

Technical Illustrations, Design, and Layout

I. Types of Illustration and their uses
   - A. Photographs
   - B. Art
   - C. Graphs
   - D. Lettering

II. Determining value
   - A. Relating illustrations to text
   - B. Substituting illustrations for text
   - C. Quality of illustrations

III. Editor-author-illustrator relationships

IV. Design and layout
   - A. Related to content
   - B. Related to audience
   - C. Related to medium
   - D. Related to tone and purposes
   - E. Related to time and money

UNIT IV

Working with the Printer

Assignment: Copy for proofreading will be distributed

I. Selecting a printer

- A. General types of printing processes
  - 1. Letterpress
    - a. Advantages
    - b. Disadvantages
  - 2. Offset
    - a. Advantages
    - b. Disadvantages
- B. Cost estimates and bids
  - 1. Specifications
    - a. Quantities
    - b. Number of pages
    - c. Paper stock
    - d. Binding
    - e. Packaging and delivery
    - f. Additional colors
  - 2. Schedules
  - 3. Billing

II. Preparation of copy for the printer

- A. Clean copy
- B. Camera ready art work
- C. Copy marked for style
- D. Copy editor
- E. Nothing taken for granted

III. Proofreading

A. Copyholder

B. Standard marks

C. "Author's alterations"

D. Ease of revision related to format and printing method

IV. Final layout

V. Page proof and final check

BIBLIOGRAPHY FOR TECHNICAL EDITORIAL PRACTICES

Clarke, Emerson. A Guide to Technical Literature Production, River Forest, Illinois: TW Publishers, 1961.

Ferguson, Rowena. Editing the Small Magazine, New York: Columbia University Press, 1958.

Reisman, S.J. A Style Manual for Technical Writers and Editors, New York: The MacMillan Company, 1962.

Rowland, D.H. Handbook of Better Technical Writing, Larchmont, New York: Business Reports, Inc., 1962.

United States Government Printing Office, Style Manual, Washington: Superintendent of Documents.

University of Chicago Press, A Manual of Style, Chicago: University of Chicago Press.

Weil, B.H. Technical Editing, New York: Reinhold Publishing Corporation, 1958.

INFORMATION STORAGE AND RETRIEVAL

INSTRUCTOR: Don Culbertson

I. Conventional VS non-conventional methods of information organization.

Subject classification systems
- Dewey Decimal System
- Library of Congress System

Subject headings
- Single aspect
- Hierarchical relationships

Descriptors
- Natural language
- Controlled language

II. Coordinate indexing.

Serial organization (edge notched cards)
- Direct code
- Numeric code
- Random superimposed code

Inverted organization (internally punched cards)

Indexing levels

III. Machine indexing and abstracting.

Full text
- Concordance
- Word frequency

Selected text
- From full text
- Titles
- Citation indexing

IV. Machine-made indexes.

Permutation on titles
- KWIC

Automatic abstracting

Citation indexes

Printed coordinate indexes
- Tabledex

more...

V. Information and document retrieval machines.

Peek-a-boo
Keydex

Microfilm based
Reel-Rapid selector
Chips-Minicard
Strips-Walnut

Magnetic tape based
Medlars

SUGGESTED READINGS - INFORMATION RETRIEVAL

QA 76 A28
1. Adler, Irving. Thinking machines. New York, John Day, 1961.

2. Bals, Charles F. and Richard H. Stanwood, compliers and editors. Literature on information retrieval and machine translation. IBM, November 1962, 320-1710.

Z699 B37
3. Becker, Joseph and Robert M. Hayes. Information storage and retrieval. New York, Wiley, 1963.

QA76 B4
4. Berkeley, Edmund Callis. Computers, their operation and applications. New York, Reinhold, 1956.

Z699 B4
5. Berkeley, Edmund Callis. The computer revolution. Garden City, New York, Doubleday, 1962.

Z699 B65
6. Bourne, Charles P. Methods of information handling. New York, Wiley, 1963.

7. Bush, Vannevar. As we may think. Atlantic Monthly, 176:101-108, July 1945.

Z695. 92 C3
8. Casey, Robert S., et al., eds. Punched cards; their applications to science and industry. 2nd ed., New York, Reinhold, 1958.

511.1 C885a
9. Crowder, Normal A. Arithmetic of computers. Garden City, New York, Doubleday, 1960 (Tudortext.)

more...

Z695. 92 D64 — 10. Documentation, Inc. Washington, D.C. The state of the art of coordinate indexing. Washington, D.C., 1962.

QA76 F3 — 11. Fahnstock, James D. Computers and how they work. New York, Ziff-Davis, 1959.

Z699 F32 — 12. Fairthorne, R.A. Towards information retrieval. London, Butterworths, 1961.

Z695. 92 J64 — 13. Hattery, Lowell Harold, ed. Information retrieval management (1st ed.) Detroit, American Data Processing, Inc., 1962.

14. Heilprin, Lawrence B. On the information problem ahead. American Documentation, 12:6-14, January 1961.

Z674 S7 V.4 pt.5 — 15. Hickey, Doralyn J. Coding in NO-Yes form, (in) The state of the library art. New Brunswick, New Jersey, Rutgers University Press, 1961.

Z699 I45 — 16. Information for Industry, Inc. Washington, D.C. Information handling: first principles. Washington, D.C., Spartan Books, 1963.

Z699 I46 — 17. Information retrieval in action; proceedings of the conference held April 16-18, 1962. Center for Documentation and Communication Research, School of Library Science, Western Reserve University, Cleveland, Ohio. Cleveland, Press of Western Reserve University, 1963.

Z699 I54 — 18. Information systems workshop; the designers responsibility and his methodology. Based on a conference held by ADI and UCLA, May 29-June 1, 1962. Washington, D.C., Spartan Books, 1962.

Z695. 92 I58 — 19. International Business Machines, Corporation Data Processing Division. IBM Reference manual; index organization for information retrieval. White Plains, New York, IBM Corporation 1961.

Z674 S7 V.4, pt. 4 — 20. Joheda, Gerald. Electronic searching (in) The state of library art. New Brunswick, New Jersey, Rutgers University Press, 1961.

Z695. 92 J64 — 21. Jonker, Frederick. Indexing theory, indexing methods and search devices. New York, Scarecrow Press, 1964.

010 K413c — 22. Kent, A. Centralized information services, opportunities and problems. Cleveland, Press of Western Reserve University, 1958.

Z699 K4 — 23. Kent A. Textbook on mechanized information retrieval. New York, Interscience, 1962.

more...

24. Kraft, Donald H. Applications of IBM equipment to library mechanization: Keyword-in-context (KWIC) indexing and the selective dissemination of information. Urbana, Illinois, Clinic on Library Application of Data Processing, May 1, 1963.

QA76-8 I16L3 25. Laurie, Ed. Computers and how they work. Chicago, Southwestern Publishing Company, 1963.

Z699.5 S3L8 26. Luhn, Hans Peter. Automation and scientific communication: short papers contributed to the theme sessions of the 20th annual meeting of the American Documentation Institute at Chicago, October 6-8, 1963. Washington, D.C. ADI, (1963).

025.078 M172m 27. McGaw, Howard F. Marginal punched cards in college and research libraries. Washington, D.C., Scarecrow Press, 1952.

010 P429d 28. Perry, James Whitney. Documentation and information retrieval: an introduction to the basic principles and cost analysis. Cleveland, Press of Western Reserve University, 1957.

010.78 P429m 29. Perry, James Whitney. Machine literature searching. Cleveland, Press of Western Reserve University, 1956.

010.78 P429t 30. Perry, James Whitney. Tools for machine literature searching: semantic code dictionary, equipment, procedures. New York, Interscience, 1958.

Z674 S7, V.4, pt.1 31. Reichman, Felix. Notched cards (in) The state of the library art. New Brunswick, New Jersey, Rutgers University Press, 1961.

Q180 A1S33 32. Scheele, Martin. Punched card methods in research and documentation. New York, Interscience, 1961.

Z699 S56 33. Simonton, Wesley C., ed. Information retrieval today: papers presented at the institute conducted by the Library School and the Center for Continuation Study. University of Minnesota. Minneapolis, The Center, 1963.

Z699 S75 34. Stevens, Norman D. A comparative study of three systems of information retrieval. New Brunswick, New Jersey, Graduate School of Library Service, Rutgers, 1961.

006 T191c 35. Taube, Mortimer. Computers and common sense: the myth of thinking machines. New York, Columbia University Press, 1961.

more...

Z674 S7 V4, pt. 2. 36. Thompson, Lawrence S. Feature cards (Peek-a-boo Cards) (in) The state of the library art. New Brunswick, New Jersey, Rutgers University Press, 1961.

Z699 T56 37. The Times (London) Literary Supplement. Freeing the mind. London, The Times (London), 1962.

Z699 V5 38. Vickery, B.C. On retrieval system theory. London, Butterworths, 1961.

PUBLICATIONS PHOTOGRAPHY

Instructor: Mr. William Blankenburg

Text: Introductory and Publications Photography, C. William Horrell and Robert A. Steffes, Kenilworth Press, Glen Ellyn, Illinois, 1959.

Second week: 8-9:20 daily; practicum 2:30-5 pm Tuesday.

Lecture schedule:

A. Monday, June 28: Chapters 1, 2, 6, 8 and 9.

1. Basic equipment
2. Costs
3. Supplies
4. Photographic goals
5. Camera handling
6. Films
7. Lighting
8. Exposure

*B. Tuesday, June 29: Chapters 3,4,5 and 10.

1. Darkroom equipment and supplies
2. Film development
3. Print making
4. Darkroom controls

C. Wednesday, June 30: Chapters 7, 11 and 17.

1. Review of technique
2. Publications requirements
3. Simple portraiture
4. Small products photography

D. Thursday, July 1: Chapters 12, 13 and p. 101.

1. Aesthetics
2. Filtration
3. Existing light
4. Large products
5. Supplementary lighting

*Practicum will emphasize photography.

more...

E. Friday, July 2: Chapters 14, 15 and 16.

1. Special problems in publications photography.

Supplementary Reading, Annotated:

Adams, Ansel, The Negative, Morgan & Morgan, New York, 1947. This is the key book in Adams'"Basic Photo Series," all of which deserve attention. While some of the materials prescribed are outdated, Adams' artistry and integrity still shine brightly.

Hicks, Wilson, Words and Pictures, Harper and Row, New York, 1952. A former Life magazine picture editor tells how photos and text should work together.

Miller, Thomas H., and Brummitt, Wyatt, This Is Photography, The Garden City Books, Garden City, New York, 1959. A classic in beginning photography, with strong associations with Eastman Kodak Company.

Purves, Frederick, ed., Focal Encyclopedia, Macmillan Company, New York, 1956. A one-volume reference. Beware multi-volume photographic encyclopedia in photography, but acquire a recent Photo-Lab-Index if you are really serious about technology.

Rhode, Robert B. and Floyd H. McCall, Introduction to Photography, The Macmillan Company, New York, 1965. A good new basic text with up-to-date information and useful illustrations by two Colorado authors. See also their Press Photography (1961) for journalistic applications.

Sidey, Hugh and Rodney Rox, 1000 Ideas for Better News Pictures, Iowa State College Press, Ames, Iowa, 1956. Not as bad as it sounds. This picture book contains stimulation for those who come up dry, visually, and tells how certain problems are overcome.

_____, Making Serice Pictures for Industry, Camera Technique for Professional Photographers and Studio Lightin for Product Photography, Eastman Kodak Company, Rochester. These are but three reference books (50¢ each) put out by EKC. While exphasizing Kodak products, they contain much generally useful material and are available through camera stores. Teachers of photography can get teaching aids by inquiring to Sales Service Division, Eastman Kodak Company, Rochester 4, New York.

Note: The consumer magazines in the photographic field are depressing in their uniform enthusiasm for advertisers' products, but do keep the reader well versed on the presence of new materials.

-30-

GRAPHIC ART, PRINCIPLES AND PRACTICE

Instructor: Mr. John Sorbie

Text: The Graphics of Communications -- Turnbull and Baird

Periodicals: Idea, Graphic Design, Print, CA, Gebrauphs-graphik, Graphis (all available in Library).

Description: Functions of the artist-editor in preparing publications for reproduction for offset and letterpress printing.

Units of Study:

1. Basic drawing and design for publications.

   A. Perspective -- brief analysis of one and two point perspective.

   B. Mechanical drawing -- preparation for development of charts and graphs using ben day screens and other mechanical devices.

   C. Design principles -- to insure interest and legibility.

2. Graphic techniques.

   A. Layout -- methods of preparing rough layouts and comprehensives for client presentation.

   B. Media -- study of new products used by contemporary illustrators and designers.

3. Illustration and typography.

   A. Composition -- type and illustration relationships to produce unified layout.

   B. Illustration -- with type.

   C. Editor and industrial illustration -- photographs, drawings, renderings and technical illustrations.

4. Package design.

   A. Color -- color as related to product and customer.

   B. Display -- potential uses of package design stacking to form displays.

more...

5. Working drawings.

A. Color separation -- for offset and letterpress.

B. Four color separation.

C. Pasteup of mechanicals for offset reproduction.

Supplementary Reading

Kepes, Gyorgy. Language of Vision, Chicago: P. Theobald, 1944.

Kepes, Gyorgy. The New landscape in Art and Science, Chicago: P. Theobald.

Moholy-Nagy, Laszlo. Vision and Motion, Chicago, P. Theobald.

Sutnar, Ladislav. Visual design in action: Principles and Purposes, Hasting House, 1961.

Sutnar, Ladislav. Package Design: The Tone of Visual Selling, Arts, Inc., 1953.

Supplies

pencils (2B) (4B)
pad of tracing paper (large size)
straight edge

INTRODUCTION TO

INDUSTRIAL AND TECHNICAL FORMS OF COMMUNICATION

Instructor: Dr. Blaine McKee

First week: 8-9:15 am daily

Text: Russell N. Baird and Arthur T. Turnbull, Industrial and Business Journalism, Philadelphia: Chilton Company, 1961.

Monday

Reading: Chapter 1. Types of Publications Serving Business and Industry.

I. Expanding role of communications and information in our technological society.

II. Industrial and business publications.

A. Company publications
1. Definition
2. Types

B. Business publications
1. Definition
2. Types

C. Association publications
1. Definition
2. Types

III. Mass Media

A. Newspapers

B. Magazines

C. Radio and Television

Tuesday

Reading: Chapter 2. Growth and Development of Company Publications.

more...

Chapter 3. Objectives of the Employee Publication.
Chapter 4. Matching Content to Objectives of the Employee Publication.

IV. Problems of Communication.

A. Levels of writing

B. Types of leads

V. Company Publications.

A. History

B. Growth of associations
1. International Council of Industrial Editors
2. American Association of Industrial Editors

C. Careers on company publications

D. Objectives of the employee publication

Wednesday

Reading: Chapter 5. Keeping Content Balanced in the Employee Publication.
Chapter 6. Other Publications, Objectives and Content.
Chapter 7. Choosing Name, Format and Frequency.
Chapter 8. Company Publication Circulation Principles.

VI. Other company publications.

A. Sales publications

B. Dealer publications

C. Technical service publications

D. Customer publications

E. Stockholder publications

more...

VII. Industrial and technical public relations.

A. Definitions
1. Publicity
2. Press agentry
3. Public relations
4. Advertising

B. Objectives

C. Form of public relations
1. The press release
2. The feature article

Thursday

Reading: Chapter 15. Growth and Development of Businesspapers.
Chapter 16. Businesspaper Organization and Financing.
Chapter 17. Businesspaper Accounting.
Chapter 18. Circulation Department.

VIII. Businesspapers.

A. History

B. The American Business Press, Inc.

C. Careers on businesspapers

IX. Businesspaper organization.

A. Financing

B. Accounting

C. Circulation
1. Paid circulation
2. Controlled circulation
3. Postal regulations

Friday

Reading: Chapter 19. Advertising Department.
Chapter 20. Editorial and Production Departments.
Chapter 21. Legal Problems of Industrial and Business Editors.

more...

X. Industrial and technical advertising.

A. Differences between industrial and consumer markets

B. Technical and industrial ad media

C. Technical and industrial copy principles and methods

D. Analysis of sample ads

XI. Editorial and Production departments.

A. Function of editorial department
1. Overall policy and the budget
2. Extent of coverage
3. Selection and preparation of materials
4. Make-up of editorial pages

B. Functions of production department
1. Negotiating contracts with suppliers
2. Budget and control
3. Making up the publications

XII. Legal problems.

A. Trademarks

B. Copyrights

C. Right of privacy

D. Lottery

E. Libel

Supplementary Reading

Scott M. Cutlip and Allen H. Center, Effective Public Relations, 3rd edition, Englewood Cliffs, New Jersey: Prentice Hall, 1964.

Walter A. Gaw, Advertising Methods and Media, San Francisco: Wadsworth Publishing Company, 1961.

Thayer, Frank, Legal Control of the Press, Brooklyn, New York: The Foundation Press, Inc., 1962.

ORAL TECHNICAL COMMUNICATIONS

Description

The fundamental techniques and forms of oral communications used in the industrial and technical environment.

Units of Study

I. Importance of Oral Communications to the Technical Man
II. Speech Techniques
  a. The Vocal Mechanism
  b. Preparing the Oral Paper-Organization
  c. Delivering the Paper
  d. Use of Visual Aids

III. The Interview
IV. The Oral Report
V Group Discussion Procedures
  a. Informal Conversation
  b. Conference Techniques
  c. Committee Leadership

References

Harold Weiss and James B. McGrath, Jr. Technically Speaking.'
McGraw-Hill Book Company, Inc., N.Y. $5.95

Equipment and Supplies

None

ADVANCED ELEMENTS OF TECHNICAL WRITING

Instructor: Dr. Blaine McKee

Second week: 10:45 am to 12 noon daily

Texts: Herman M. Weisman, Basic Technical Writing, Columbus, Ohio: Charles E. Merrill Books, 1962.

Herman M. Weisman, editor, Proceedings 1963 Institute in Technical and Industrial Communications, Fort Collins, Colorado: Colorado State University, 1964.

Herman M. Weisman, editor, Proceedings 1964 Institute in Technical and Industrial Communications, Fort Collins, Colorado: Colorado State University, 1965.

Monday

Reading: Chapter 2. Semantics and the Process of Communications.
Joe W. Coffman, "The Communication Crisis," pp 28 to 30, 1963 Proceedings.
Herman M. Weisman, "Symbols and Meanings," pp 129 to 142, 1963 Proceedings.

I. Semantics and the process of communication.

A. Nature of language

B. Human communication

C. Semantics

D. Problems in achieving meaning

E. Role of writing in scientific method

Tuesday

Reading: Chapter 5. Special Expository Techniques in Technical Writing--Definitions.
Herbert B. Michaelson, "Creativity in Scientific Writing," pp 14 to 21, 1964 Proceedings.
Roy C. Nelson, "Competition, Communication and Culture," pp 79 to 83, 1963 Proceedings.

more...

II. The Definition.

A. Nature of definitions
   1. Formal definition
   2. Informal definition

B. Methods of developing definitions
   1. Synonym and antonym
   2. Illustration
   3. Stipulation
   4. Operational definition

C. Expanded definition
   1. Amplification
   2. Example
   3. Explication
   4. Derivation
   5. History
   6. Analysis
   7. Comparison and contrast
   8. Distinction
   9. Elimination
   10. Combination of methods

Wednesday

Reading: Chapter 6. Special Expository Technicques in Technical Writing--Description, Explanation and Analysis.
Chapter 11. Graphic Presentation in Technical Writing.
H.N. Hubbs, "Lessons from the Caveman--Visual Aids VS Idiot Cards," pp 23-28, 1964 Proceedings.

III. Technical Description

A. Organization

B. Style

IV. Explanation of a Process.

A. Organization

B. Style

V. Graphic Aids

A. Planning the graphic aids

B. Types of graphic a ids

more...

Thursday

Reading: Chapter 12. The Technical Article and Paper
Theresa A. Ammanito, "Pyramidal Structure of the Article," pp 31-50, 1963 Proceedings.

VI. The Free Lance Article

A. Possible Markets

B. The Letter of Inquiry

C. Leads

Friday

Chapter 12, The Technical Article and Paper

VII. Scientific, Technical and Research Papers

A. Types

B. Types of publications using scientific, technical and research papers

C. Organization

D. Qualities of technical style

Supplementary Reading

Aron M. Mathieu, editor, Writer's Market, Cincinnati: Writer's Digest, 1965.

William Strunk, Jr. and E.B. White, The Elements of Style. New York: The Macmillan Company, 1959.

Exhibit E

PERSONNEL

A. **Director, Dr. Herman M. Weisman**

B. **Associate Director, Dr. Blaine K. McKee**

C. **Consultant, Professor Herbert L. Benson**

D. **Instructional Staff**

W. B. Blankenburg
John Sorbie
Paul Bryant
Dr. Donald Dedmon
Donald Culbertson

Exhibit 1

EVALUATION OF

8th ANNUAL INSTITUTE IN TECHNICAL AND INDUSTRIAL COMMUNICATIONS

Colorado State University
July 6-10, 1965

This institute is intended to provide counseling and basic and advanced instruction in Technical Writing and related Industrial Communication. Its three-fold objectives are:

1. **To provide a fuller awareness of the entire communications area.**
2. **To extend skills in communication.**
3. **To give the participant greater self-assurance in communication capabilities.**

Toward this end, the Institute in Technical and Industrial Communications seeks to stimulate the exchange of knowledge, and by doing so, encourage the professional development of all participants.

Please complete this program survey while you are attending the sessions and return the completed form to any Institute staff member by July 9. Your criticisms, comments and suggestions will help us evaluate our program and will be useful in planning next year's Institute.

Tuesday, July 6

Keynote Address, "Communication -- Matrix for the Social Process," by M. W. Thistle, Manager, Public Relations Office, National Research Council of Canada.

Excellent _____
Good _____
Fair _____
Other _____

Remarks: _____

"The Velocity of Communications," by E. S. Safford, President, Rogers Publishing Company:

Excellent _____
Good _____
Fair _____
Other _____

Remarks: _____

_____

"Integrating Computers into Behavioral Science Research," by Dr. Harold Borko, System Development Corporation:

Excellent _____
Good _____
Fair _____
Other _____

Remarks: _____

_____

Problem Clinic:

Excellent _____
Good _____
Fair _____
Other _____

Remarks: _____

_____

Wednesday, July 7

"Care and Feeding of the R&D Writer and Editor," by Melvin L. Cohen, Lawrence Radiation Laboratory:

Excellent _____
Good _____
Fair _____
Other _____

Remarks: _____

_____

Covering Science and T chnology on Television," by James Bennett, News Director, KLZ-TV

Excellent _____
Good _____
Fair _____
Other _____

Remarks: _____

_____

"Information Systems," by David M. Liston, Associate Division Chief, Information Systems, Battelle Memorial Institute:

Excellent _____
Good _____
Fair _____
Other _____

Remarks: _____

_____

"Communication Problems in the Life Sciences Complex," by Dr. Israel Light, National Institute of Mental Health:

Excellent _____
Good _____
Fair _____
Other _____

Remarks: _____

_____

Problem Clinic:

Excellent _____
Good _____
Fair _____
Other _____

Remarks: _____

_____

Free Lance Writing as a Part-Time Activity for the Technical Writer, by Professor Robert Hays, Head of the English Department, Southern Technical Institute:

Excellent _____
Good _____
Fair _____
Other _____

Remarks: _____

Thursday, July 8

"Effecting Better Management Communication in Technical Organizations, by Walter Wiesman, NASA-Marshall Space Flight Center:

Excellent _____
Good _____
Fair _____
Other _____

Remarks: _____

"The Art of Listening and the Role it Plays in the Communications Process," by Dr Robert Haakenson, Community Relations Manager, Smith, Kline and French Laboratories:

Excellent _____
Good _____
Fair _____
Other _____

Remarks: _____

"Communication, Creativity and Decisions," by Dr. Roy C Nelson, Associate Dean, Science and Arts, Colorado State University:

Excellent _____
Good _____
Fair _____
Other _____

Remarks: _____

Friday, July 9

"Advanced Technical Manual Technology," by Lt Colonel Edwin G. Triner, Systems Criteria Division, Air Force Systems Command:

Excellent _____
Good _____
Fair _____
Other _____

Remarks: _____

"Panel on Education and Training for Scientific, Technical and Industrial Communicators," by Dr George Vardaman, Chairman, Administrative Communications, University of Denver; Dr. Harold Borko, President-Elect, American Documentation Institute; Professor Robert Hays Southern Technical Institute; Dr Herman M. Weisman, Chairman, Technical Journalism, Colorado State University, Moderator:

Excellent _____
Good _____
Fair _____
Other _____

Remarks: _____

"Communication and Leadership," by Dr. Glenn C. Dildine, Head, Department of Sociology Colorado State University:

Excellent _____
Good _____
Fair _____
Other _____

Remarks: _____

Problem Clinic:

Excellent _____
Good _____
Fair _____
Other _____

Remarks: _____

_____

Saturday, July 10

"Cybernetics and the Analysis of Thinking," by Dr. M. E. Maron, The RAND Corporation:

Excellent _____
Good _____
Fair _____
Other _____

Remarks: _____

_____

"Communication and the Scientific Method," by Professor J. W. Perry, Systems Engineering, University of Arizona:

Excellent _____
Good _____
Fair _____
Other _____

Remarks: _____

_____

"Spectrum of Communication," by Dr. Herman M. Weisman, Director, Institute in Technical and Industrial Communications:

Excellent _____
Good _____
Fair _____
Other _____

Remarks: _____

PERSONAL DATA

NAME _____ AGE _____

SEX: ____ Male ____ Female Occupation _____

Education: ____ high school ____ institutes ____ college

____ master's ____ Ph. D Salary _____ per year

Type of employment ____ Education ____ Industry ____ Government

and ____ Other If other, Please specify _____

Name of employer _____

Location (City and State) _____

Description of present position _____

How long have you held present position _____

Have you attended any technical communications conferences or workshops before? ____

If yes, total number attended ____ Nature of program _____

location _____ (city) _____ (state)

How were you initially informed about this Institute? Personal friends ____

Professional organization ____ Received printed material ____

Other _____ (specify)

Indicate one of the following: earlier notice is needed_____, notice received is adequate_____ shorter Notice would be adequate_____ Primary reason for attending this Institute_____

On the basis of your experiences at this Institute, please make recommendations for future Institutes_____

Specific area(s) in which Institute was of most value to you_____

Area(s) in which Institute was of least value to you_____

Have your experiences at the Institute differed significantly from what you expected from the program?

_____Yes _____No If yes, how?_____

How will you incorporate information from the Institute into your field of employment?

THANK YOU

Exhibit G

Schedule

3th Annual Institute in Technical and Industrial Communications, July 6-10 1965

Tuesday July 6

8:00 - 9:30 a. m.	Registration, Engineering Auditorium
10:15 a. m.	Introduction, Engineering Auditorium
11:00 a. m.	Keynote address, "Communication -- Matrix for the Social Process," by M. W. Thistle, Engineering Auditorium
1:00 - 2:30 p. m.	"The Velocity of Communications," by E. S. Safford, Engineering Auditorium
2:30 - 4:00 p. m.	"Integrating Computers into Behavioral Science Research," by Dr. Harold Borko, Engineering Auditorium
4:00 - 5 :00 p. m.	Problem Clinic, Rooms 116, 117, and 118, Engineering Auditorium
7:00 - 9:00 p. m.	Problem Clinic, Rooms 116, 117, and 118, Engineering Auditorium

Wednesday July 7

8:00 - 10:00 a. m.	"Care and Feeding of the R&D Writer and Editor," by Melvin L. Cohen, Engineering Auditorium
10:00 - 12:00 a. m.	"Covering Science and Technology on Television," by James Bennett, Engineering Auditorium
1:00 - 2:30 p. m.	"Information Systems," by David M. Liston, Engineering Auditorium
2:30 - 4:00 p. m.	"Communication Problems in the Life Sciences Complex," by Dr. Israel Light, Engineering Auditorium
4:00 - 5:00 p. m.	Problem Clinic, Rooms 116, 117, 118, and Engineering Auditorium
7:00 - 8:30 p. m.	"Free Lance Writing as a Part-Time Activity for the Technical Writer," by Professor Robert Hays, Engineering Auditorium

Thursday, July 8

8:00 - 10:00 a. m.	"Effecting Better Management Communication in Technical Organizations," by Walter Wiesman, Engineering Auditorium
10:00 - 12:00 a. m.	"The Art of Listening and the Role It Plays in the Communication Process," Dr. Robert Haakenson, Engineering Auditorium
1:00 - 2:00 p. m.	"Communication, Creativity and Decisions," Dr. Roy C. Nelson, Engineering Auditorium
5:45 - 8:30 p. m.	Mountain Outing, Hermony Guest Ranch, Estes Park, Colorado

Friday, July 9

8:00 - 10:00 a. m.	"Advanced Technical Manual Technology," by Lt. Colonel E. G. Triner, Engineering Auditorium
10:00 - 12:00 a. m.	"Panel on Education and Training for Scientific, Technical and Industrial Communicators," by Dr. George Vardaman, Dr. Harold Berko, Professor Robert Haye and Dr. Herman M. Weisman, Engineering Auditorium
1:00 - 3:00 p. m.	"Communication and Leadership," by Dr. Glenn C. Dildine, Engineering Auditorium
3:00 - 5:00 p. m.	Problem Clinic, Rooms 116, 117, 118 and Engineering Auditorium
6:00 - 7:00 p. m.	Cocktail Party, Fort Collins Country Club
7:00 - 8:00 p. m.	Banquet, Fort Collins, Country Club
8:00	"Everything Speaks To You (Time Touch Me Lightly)," by M. W. Thistle, Fort Collins Country Club

Saturday, July 10

8:00 - 10:00 a. m.	"Cybernetics and the Analysis of Thinking," by Dr. M. E. Maron, Engineering Auditorium
10:00 - 12.00 a. m.	"Communication and the Scientific Method," by Professor J. W. Perry, Engineering Auditorium
1:00 - 3:00 p. m.	"Spectrum of Communication," Dr. Herman M. Weisman Engineering Auditorium
3:00 - 4:00 p. m.	Summary, Engineering Auditorium

Exhibit H

PROBLEM CLINIC QUESTIONNAIRE

NAME _____

COMPANY OR AFFILIATION _____

ADDRESS _____

POSITION _____

DESCRIPTION OF DUTIES _____

_____

MOST INTERESTED IN WHAT AREA OR AREAS OF INSTITUTE SESSIONS:

_____

_____

_____

NATURE OF PROBLEM OR PROBLEMS:

_____

_____

_____

_____

_____

TYPE OF HELP REQUESTED:

_____

_____

_____

_____

_____

Exhibit A

DISCUSSION QUESTIONS

EIGHTH ANNUAL INSTITUTE IN TECHNICAL AND INDUSTRIAL COMMUNICATIONS

COLORADO STATE UNIVERSITY

FORT COLLINS, COLORADO

July 6, 1965
to
July 10, 1965

Tuesday Morning, July 6
11:00 - 12:00 a. m.

M. W. Thistle, Manager, Public Relations Office
National Research Council of Canada

HUMANITIES PLUS SCIENCES -- A UNITED CULTURE (Keynote Address)

1. By using words and symbols and the spaces between them, humans are able to divide things from one another so that they may talk about specific differentiated objects. In the world of not-words, are the things being talked about actually divided from one another? Or are they linked up in some fashion with everthing-else-going-on?

2. What is a good way to define the meaning of a word, according to Ashley Montagu?

3. Is the Fifth Stage of scientific sophistication close to any one of the preceding four stages in some of its characteristics? If so, to which of the earlier stages is it close? Draw a diagram to illustrate this relationship, and then say briefly in what respect the two stages differ.

4. Is there room in the Fifth Stage of scientific sophistication for humanistic ideas as well? Is this stage inimical to the arts, or friendly with a sense of kinship? Is the muse related to the hunch? To look at it backwards, is it possible that a broad humanism would include science?

5. In Stage Five, do we habitually hold firmly and manfully to our carefully moulded and fully matured opinions, as befits a man of our rank and dignity? Explain.

Tuesday afternoon, July 6
1:00 - 2:30 — E. S. Safford President, Rogers Publishing Company

THE VELOCITY OF COMMUNICATION

1. Justify the need for a National Center of Communication Sciences.

2. List objectives for such a center.

3. How might such a center be financed?

4. Do you think the performing arts would be a legitimate area of interest for a Center of Communication Sciences?

5. Do you forsee a substantial change in the technical press in the next 20 years?

2:30 - 4:00 — Dr. Harold Borko, System Development Corporation

INTEGRATING COMPUTERS INTO BEHAVIORAL RESEARCH

1. It has been suggested that the behavioral scientist uses the computer to accomplish complex statistical analyses of his data and to study interacting variables by simulation. Describe an example of each of these two computer applications.

2. Newell and Simon claim that certain computer programs can be regarded as theories of human behavior. What kinds of programs serve as theories, and how do they justify this claim? Do you agree or disagree with this formulation? Why?

3. How is the computer used to individualize and monitor the educational process? What are some of these effects of individualized instruction on the student, the school administrator, the teacher, and the counselor?

4. Research in the automated language processing includes work in (a) machine translation, (b) document storage and retrieval and (c) question-answering machines. Briefly describe each of these computer applications to the study of language and communications.

5. What is meant by the Protestant ethic? Is it a less appropriate guide to behavior today than it was in the last generation? Why? What other psychological conflicts are being caused by industrial applications of computers?

Wednesday morning, July 7
8:00 - 10:00

Melvin L. Cohen, Lawrence Radiation Laboratory

CARE AND FEEDING OF THE R&D WRITER AND EDITOR

1. R & D organizations pride themselves on the excellence of their scientific and technical staffs. Why should it be necessary for these organizations to hire professional writers and editors?

2. What sort of status should the professional communicator have in the R & D organization? In other words, where in the organizational structure can he be most effective? Most productive?

3. Because of the broad range of activities in R & D projects subject matter, purposes, and audiences for the paper generated will vary tremendously. How should management evaluate the qualifications of applicants for R & D writing and editing positions?

4. On what bases should management evaluate the R & D communicator's performance?

5. From the communicator's point of view, management is often unable to recognize "good" writing. What should the communicator's attitude be toward this situation?

10:00 - 12:00

James Bennett, News Director, KLZ-TV

COVERING SCIENCE AND TECHNOLOGY ON TELEVISION

1. Explain major differences in communication techniques between TV and Printed Media.

2. What are some special problems in television coverage of complex scientific matters.

3. What are the major advantages in the use of camera in communicating complex technical matters.

4. Explain how to obtain the cooperation of agencies involved. Show how cooperation reduces budgets and aids effectiveness.

5. Discuss relationships with scientists.

Wednesday afternoon, July 7
1:00 - 2:30

D. M Liston, Associate Division Chief Information Systems, Battelle Memorial Institute

INFORMATION SYSTEMS

1. What are the two basic types of Information Centers which are anticipated to develop in the future?

2. Name the two basic services supplied by modern information systems.

3. Which two factors are predominant in the evaluation of the effectiveness of information systems?

4. Is redundancy in indexing and in search strategies desirable? -- and why?

5. Name and describe the two basic types of abstracts (and, optionally, describe the purpose for using each).

2:30 - 4:00

Dr. Israel Light, National Institute of Mental Health

COMMUNICATION PROBLEMS IN THE LIFE SCIENCES COMPLEX

1. Identify 5 trends and areas in the field of the life and biomedical sciences requiring more effective scientific and technical communication.

2. Give two examples of inter-disciplinary research in the life sciences.

3. List some of the functions of a scientific communication system.

4. How do you account for the time lag between the development of medical research findings and their application on the "firing" line" of practicing medicine.

5. Identify 3 or 4 subjects or areas of study in which communication specialists should acquire skill, and defend your selection.

Wednesday evening, July 7
7:00 - 8:30 p.m.

Professor Robert Hays, Head, Department of English, Southern Technical Institute.

FREE LANCE WRITING AS A PART-TIME ACTIVITY FOR THE TECHNICAL WRITER

1. Explain how part-time free lance writing can be advantageous for you professionally and financially.

2. Indicate types of free lance writing especially appropriate to the technical writer.

3. What problems will you have to solve as a part-time free lance writer?

4. What else, besides words, does the editor want? How will you furnish it?

5. What equipment, books, and supplies, do you need? What do you buy?

Thursday morning, July 8
8:00 - 10:00

Walter Wiesman, NASA-Marshall Space Flight Center

EFFECTING BETTER MANAGEMENT COMMUNICATION IN TECHNICAL ORGANIZATIONS

1. Define the environment for an effective management communication program.

2. What is Instructional Communication?

3. Discuss role of instruction in management-employee communication.

4. Discuss "eye-ball to eye-ball" communication.

10:00 - 12:00

Dr. Robert Haakenson, Community Relations Manager, Smith, Kline, & French Laboratories

THE ART OF LISTENING AND THE ROLE IT PLAYS IN THE COMMUNICATIONS PROCESS

1. How does listening rank quantitatively compared with the reading, talking and writing of the typical American adult?

2. What are the major characteristics of poor listening?

3. Can listening effectiveness be measured?

4. Can listening be improved thru instruction?

5. What are new emphases on listening in business and industry?

Thursday afternoon, July 8
1:00 - 2:00

Dr. Roy C. Nelson, Associate Dean, Science and Arts College, Colorado State University

COMMUNICATION, CREATIVITY, AND DECISIONS

1. Do we need a new assessment and new means of measuring qualities of the human mind?

2. What are the manifestations of creativity?

3. How does the creative individual use communication?

4. What are some of the areas in our society where a creative approach to problem solving and decision making are most needed?

Friday morning, July 9
8:00 - 10:00

Lt. Colonel E. G. Triner, Systems Criteria Division, Air Force Systems Command

ADVANCED TECHNICAL MANUAL TECHNOLOGY

1. What are the significant relationships between the critical design review (CDR) and technical publications development?

2. What point in the development of a weapon system would you establish as the technical publication baseline? Why?

3. When is the technical publications plan prepared and presented to the Air Force?

4. What is the rationale for managing data in the same way that one would manage a hardware product?

5. What are the financial controls and reporting procedures required to cost technical publications development?

10:00 - 12:00 — Dr. George Vardaman, Chairman, Administrative Communications, Denver University; Dr. Harold Borko, President-Elect, American Documentation Institute; Professor Robert Hays, Southern Technical Institute; Dr. Herman M. Weisman, Chairman, Technical Journalism, Colorado State University.

PANEL ON EDUCATION AND TRAINING FOR SCIENTIFIC, TECHNICAL AND INDUSTRIAL COMMUNICATORS.

1. What kind of skills does science and industry need to do what kind of job?

2. What is the place of junior colleges, trade schools and correspondence schools in training for a "profession"? Is a four-year degree necessary? Is a four-year degree enough?

3. What manner of man (or woman) is needed? Are specific skills more important than personal or character traits or attitudes, or vice versa? What skills, attributes of character?

4. Can industry educate? How much of the education job can industry assume?

5. What technical communication skills are wanted in the future? How and where should these skills be taught? How do you retread (retrain) the engineers, scientists, technical personnel to communicate more effectively?

6. What can you people do to help universities, colleges, junior colleges, trade schools to educate and train more effectively the personnel that is needed?

Friday afternoon, July 9
1:00 - 3:00 — Dr. Glenn C. Dildine, Head, Department of Sociology, Colorado State University

COMMUNICATION AND LEADERSHIP

1. From your experience, which of these three styles of leadership do we most emphasize and socialize toward in our society? Any possible explnation for your conclusion?

   Can you relate the leadership behavior of those who have been most influential in your own experience to:

2. their individual patterns for communicating some climate of feeling, and

3. their personal inner self-other orientation which could lie behind this pattern?

4. their individual patternsn for communicating the problem-solving process, and

5. their personal inner orientation which could lie behind this pattern?

Saturday morning, July 10 — Dr. M. E. Maron, The RAND Corporation
8:00 - 10:00

CYBERNETICS AND THE ANALYSIS OF THINKING

1. How did Turing propose to answer the question: "Can a Machine Think?"

2. In what different ways can one compare the brain and a digital computer?

3. What is the study of Artificial Intelligence?

4. What is the role of logic in problem solving?

10:00 - 12:00 — J. W. Perry, Professor, Systems Engineering, University of Arizona

COMMUNICATION AND THE SCIENTIFIC METHOD

1. Indicate why human limitations make it inevitable that science should be a social rather than an individual activity.

2. To what degree and in what way may mathematics be regarded as the language of science.

3. Discuss briefly three factors that have diversified and intensified the requirements of scientific communication.

4. What is the role of mathematical-logical formulations in developing new methods, techniques and machines for improving the processing and communication of scientific information?

Saturday afternoon, July 10
1:00-3:00

Dr. Herman M. Weisman, Director, Institute in Technical and Industrial Communications

SPECTRUM OF COMMUNICATION

1. Defend the statement: Man's position on the evolutionary scale is directly attributable to the range and complexity of stimuli that he is capable of perceiving, interpreting, and communicating.

2. Some communication researchers consider communication a field not a discipline. Do you agree or disagree. Explain.

3. What have systematic investigations of communication told us about how communication works?

4. Chart or diagram a spectrum of communication.

5. What role is the information explosion playing in concerns with communication?

6. Discuss one of the following areas of communication.

   a. Zoosemiotics
   b. Symbology
   c. Kinesics
   d. Tactile Communication
   e. Semantics
   f. Artificial Intelligence
   g. Pattern or Character recognition
   h. Mechanical Translation.